

QUALIFICATIONS

I work with businesses of all sizes to build, and maintain their brands through strategy and design. I specialize in creating beautiful, functional, websites and digital interfaces as well as corporate brand identities and brand systems. As Emery's current UI/UX designer on a cross-discipline project team, I balance hands-on design work with leading the overall design effort of our projects translating business objectives into beautiful design solutions that answer the needs of users. I facilitate client discussions and working sessions while advocating for users and defending design decisions to clients and the development team.

PORTFOLIO

<https://vizzacco.com>

EDUCATION

Rhode Island School of Design | Providence, RI BFA, Graphic Design

With Academic Distinction & Departmental Honors, 2009

EXPERIENCE

Creative Director, Emery

Boston, MA | January 2017 - Present

Creative direction of all agency work and deliverables from branding to user interfaces, websites and apps. Translate strategic findings into brand and usability solutions which exceed the needs and goals of our clients and their users. Design direction and management of outside talent including developers and illustrators as well as our remote team of copywriters, designers and strategists. Responsible for design of internal templates, documentation, presentations and design processes for the agency.

<https://emery.agency>

Brand Mgr./Advisor, Sustainable Rural Sanitation, Ilc.

Ayer, MA | September 2017 - Present

Design, brand and usability advisor for this very worthy non-profit that is seeking to bring safer, cleaner and culturally accepted sanitation solutions to the developing world in order to prevent unsanitary practices and their human and environmental impacts. I've contributed corporate identity, branding, web, marketing, and product consulting to this cause.

<http://sustainable ruralsanitation.com>

Digital / UI Designer, (add)ventures

Providence, RI | April 2012 - 2015

As a digital / UI designer, I collaborated on a large digital team. Notable clients include the website redesign for Blue Cross Blue Shield of Rhode Island, GTECH, CVS Caremark and CVS Health. I was also involved as a member of the research team during CVS's rebrand to CVS Health. As sole visual designer on many projects, I created the UI design, wireframes and sitemaps for a variety of large websites, dashboards, and applications.

<https://addventures.com>

Owner, Principle at Vizzacco Design

Providence, RI | June 2009 - January 2017

I created and ran my own design studio for eight years while actively contracting and partnering with other agencies and firms in between. This studio focused on graphic design, packaging, brand identity and web design.

I was in charge of every aspect of running a business from accounting to delivering high quality design work. I designed and built WordPress websites and partnered with web developers & designers on key projects. I also designed numerous packaging solutions for the food and beverage industry.

My goal was to bring clarity to customer visions and build the foundations for visual identities through logos, websites, brand guides, and other marketing collateral. I worked with numerous Boston startups including Causemo, Gift Hero, Intelligent.ly and Next Wave hire.

<https://vizzacco.com>

TEACHING

GRAPHIC DESIGN I Community College of Rhode Island

North Providence, RI | 2014 Semester

I taught an introductory graphic design class that started with a hands-on / computer off structure where the students learned the elements and principles of graphic design by constructing compositions with cut paper and drawing exercises. Students then translated those same elements and principles into Adobe Illustrator. I introduced students to graphic design history, branding and typography.

SKILLS & ABILITIES

Strategy & Design

Brand Strategy & Positioning

User Interface Design (UI)

User Experience Design (UXD)

Corporate Identity & Style Guides

Information Architecture

Site Mapping & Wireframes

User Flows & Prototyping

Understanding of CSS / HTML

Print Design & Packaging

TOOLS & SOFTWARE

Skilled in Sketch, InVision, Photoshop, Illustrator, InDesign, PowerPoint, Keynote, WordPress, and Square Space. Utilize tools like Zoom, Google Docs, Hangouts, Harvest, Monday, Slack, and Skype.

PROFESSIONAL REFERENCES

EMERY | John Emery, CEO 978.807.6486

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ACCORIN | Graham Lubie, VP Digital 617.859.8873

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